



GCSG is excited to announce the exhibitor offerings for the 2021 virtual conference.

The GCSG 2021 Virtual Conference Planning Committee used the feedback provided by you, our partner vendors, to further develop the Communiqué virtual event platform ([click here to go to their website](#)) to host a more interactive 2021 virtual conference experience that will maximize your return on investment. All the exhibit booth options are designed to provide you with the greatest visibility and opportunity to reach new and existing customers.

The list below describes available exhibit offerings. Additional opportunities may become available as we continue to design the Virtual Conference platform for the upcoming online event. Please share your ideas with us at VendorHelp@mygcs.com. Any additions will be announced to all vendors.

***** Virtual Exhibit Booth *****



Virtual Exhibit Booth Price: \$1,500 (35 opportunities available)

Virtual Exhibit Booth

- Fully customizable virtual booth to host a variety of content via our online platform. Personalize the standard-format booth with your choice of content to appeal to GCSG attendees. Use interactive/ clickable links to maximize interaction within your booth. Here are just some of the ways to engage with attendees:
 - Offer your own contests and/or prize draws within your booth by having attendees perform a task (fill out a form; link to your website; initiate a chat, etc.).
 - Intuitive content windows can be placed within the booth that are used to link to documents, videos, web pages, subscribe to newsletters, register for a giveaway and more. (See representative sample above.) Attendees can place downloadable content from your booth into a personal briefcase in order to review later.
 - Audio or video files can play upon entry to the booth or by clicking on a content window.
- **NEW VIDEO CHAT** functionality will allow Booth Representatives to have private face-to-face video chats with attendees during the dedicated exhibit hall session (in your booth) or at any time during the conference. If attendees don't have a camera, (or don't choose to turn it on), this functionality works in a live audio function as well.
- Text chat functionality is also available within the booth. You can set up public / group or private chats with attendees in your booth. Private chats are visible only to the participant and yourself. Chats can be started by either the attendee or booth representatives.

- 4 hours of **dedicated** Exhibit Hall access with interactive gamification focused **solely** on exhibitor interaction during this time to encourage attendees to engage with you in your booth. GCSG will be hosting a vendor contest that will require attendees to engage with booth representatives in order to complete a task to collect points.
- Booth Administration Dashboard allows all Exhibitor Booth Representatives to:
 - See all attendees that are in the room and have access to their platform profile details
 - Enable audible notification when someone has entered the booth and when someone has initiated a chat.
 - Utilize a watch list tab to save attendees for follow up by any Booth Representative
 - Privately chat amongst themselves using Rep Chat
 - Quickly access all booth rep chats that are downloadable.
 - Have those entering the booth added to a chat queue to be ‘picked up’ by a booth rep
 - Access pre-populated tips for booth representatives
- Reporting and Metrics available to show booth entries, content views, click actions, chat reports and webinar views (if applicable).
- Group training on Communicate booth building and Virtual Booth Reporting and Metrics will be provided. Recordings of trainings will be available on the GCSG Website.
- *Each exhibiting company will receive:*
 - **A free 30-minute dedicated consultation and support session for booth building and content upload activities with a GCSG volunteer to kick start your booth design work.**
 - Ability to purchase registration for 2 BD Sales Representatives to participate in the full conference.
 - Option to purchase up to 4 additional BD personnel to participate in Exhibit Hall activities only for a reduced rate.
 - Recognition on the GCSG website & conference platform as a conference sponsor.

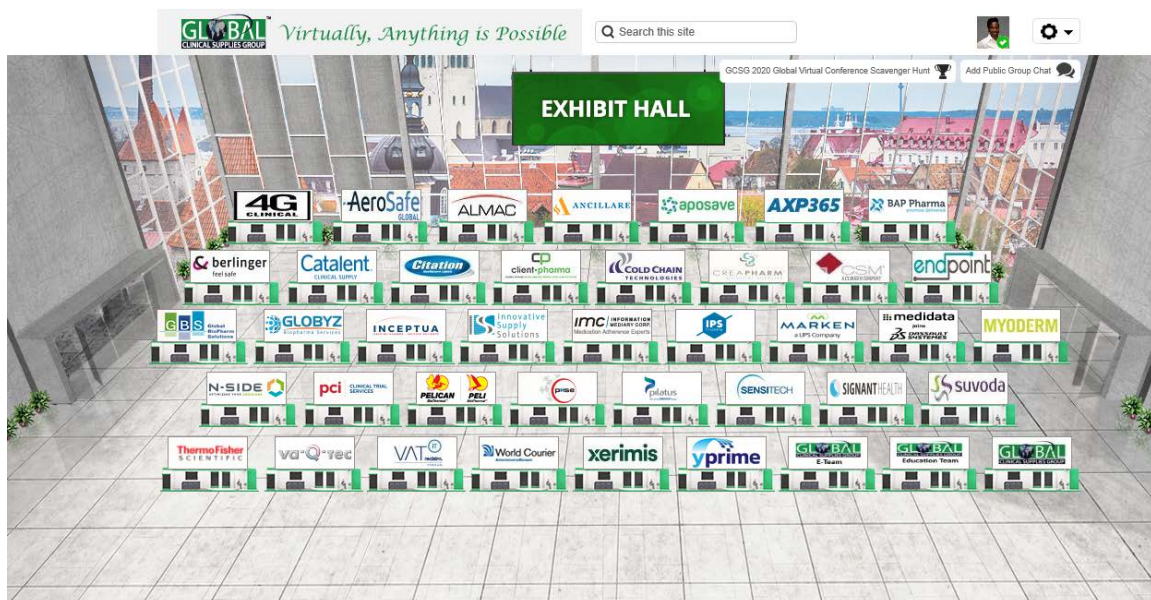


Exhibit Offerings	Fees
Virtual Exhibit Booth	\$1,500*
Additional BD Reps	\$250 each for up to 4**
Booth Builder Support	\$250 per 30-minute session***

** With the purchase of an exhibitor booth each company will have the ability to purchase registrations for two (2) full access, business development (BD)/sales representatives. These registrants will be required to pay the appropriate registration fee (member vs. non- member).*

***In addition to the 2 full access BD rep registrations allowed with a booth purchase, we allow up to 4 additional BD rep Exhibit Hall Only registrations for \$250 / rep.*

****Each exhibiting company will receive a free 30-minute dedicated consultation and support session for booth building and content upload activities with a GCSG volunteer. If more time is required, this must be arranged with a GCSG Volunteer and an additional fee of \$250 per 30-minute session will be incurred.*

Exhibitors are responsible for the creation of all content items by the 7th April 2021, as specified by GCSG & Communique. We cannot guarantee display of content delivered / uploaded after the due date.